

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-31. (Cancelled)

32. (Currently amended) A method of enabling entry to a competition by an entrant via machine-readable coded data on an entry form, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data ~~representing resulting from~~ interaction of the sensing device with the coded data on the entry form, the interaction data including a sensing device ID of the sensing device, and allowing the competition entry data to be electronically captured in the computer system;

identifying a first telecommunication address of the entrant from ~~an identity of the sensing device ID received or determined in the computer system, or the interaction data;~~

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address, product identification data and competition entry interaction data to a competition administrator;

receiving, from the competition administrator, information addressed to said temporary telecommunication address;

identifying the telecommunication address associated with the temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

33-39. (Cancelled)

40. (New) The method as claimed in claim 32, further including the step of: prior to forwarding the information from the competition administrator to the telecommunication address, verifying whether a predetermined criterion is met.

41. (New) The method as claimed in claim 33, wherein the predetermined criterion includes comparing a number of messages previously forwarded to the telecommunication address with a maximum amount.

42. (New) The method as claimed in claim 32, wherein the coded data encodes a unique product identity associated with the entry form, and the interaction data includes the unique product identity, the method further including the step of:

verifying, by the competition administrator, purchase details associated with the unique product identity.